

'Beat the Black Dog' 12km canitrail and trail run in aid of PAPYRUS

DATE: Sunday, September 7, 2025
LOCATION: Ogmore Vale, Wales, GB

Event Description

'Beat the Black Dog' 12km canitrail and trail run in aid of PAPYRUS is a premier community event in Ogmore Vale. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: Dd8ptFnJZ5sYCZxftm

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
